

Fig. 1

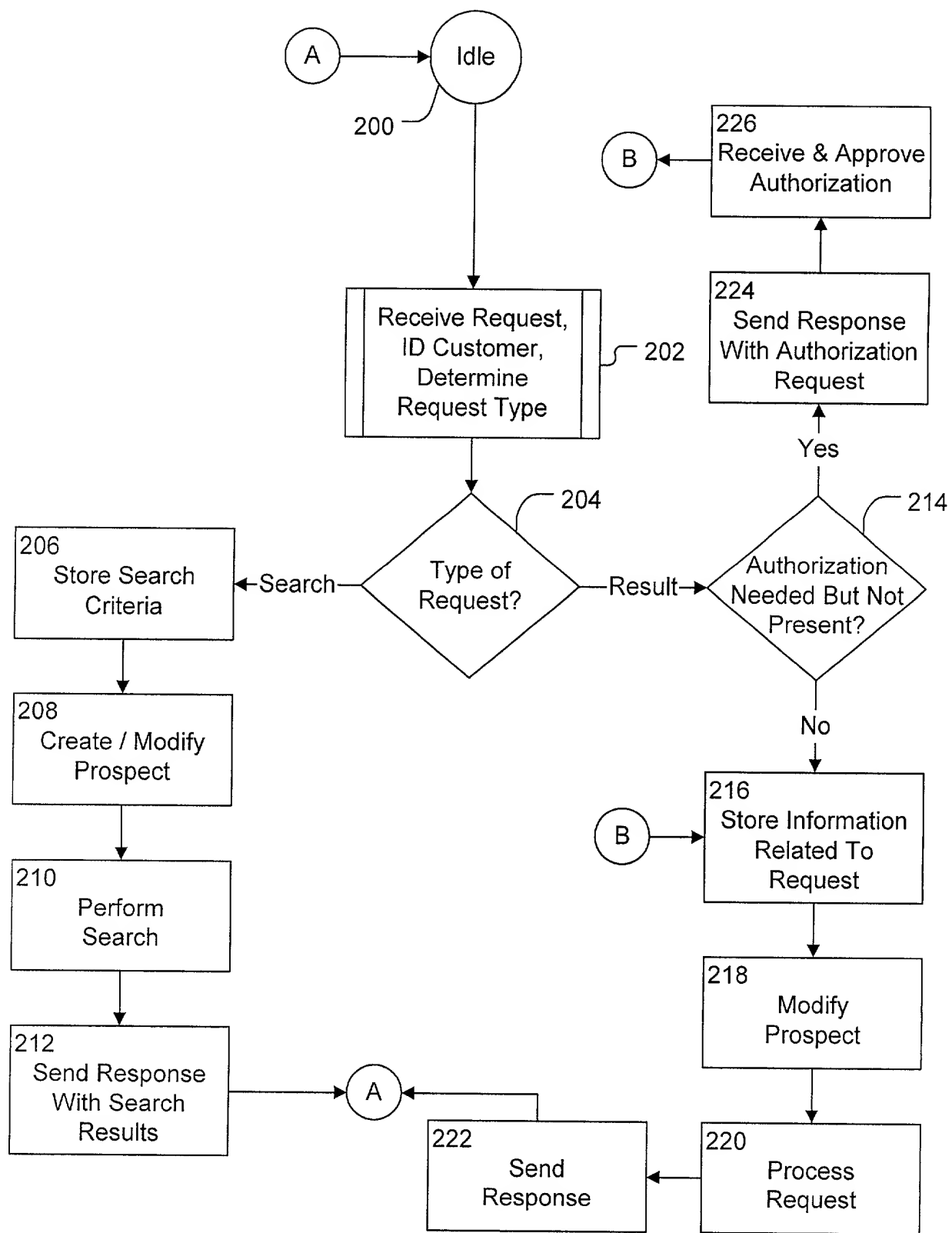


Fig. 2A

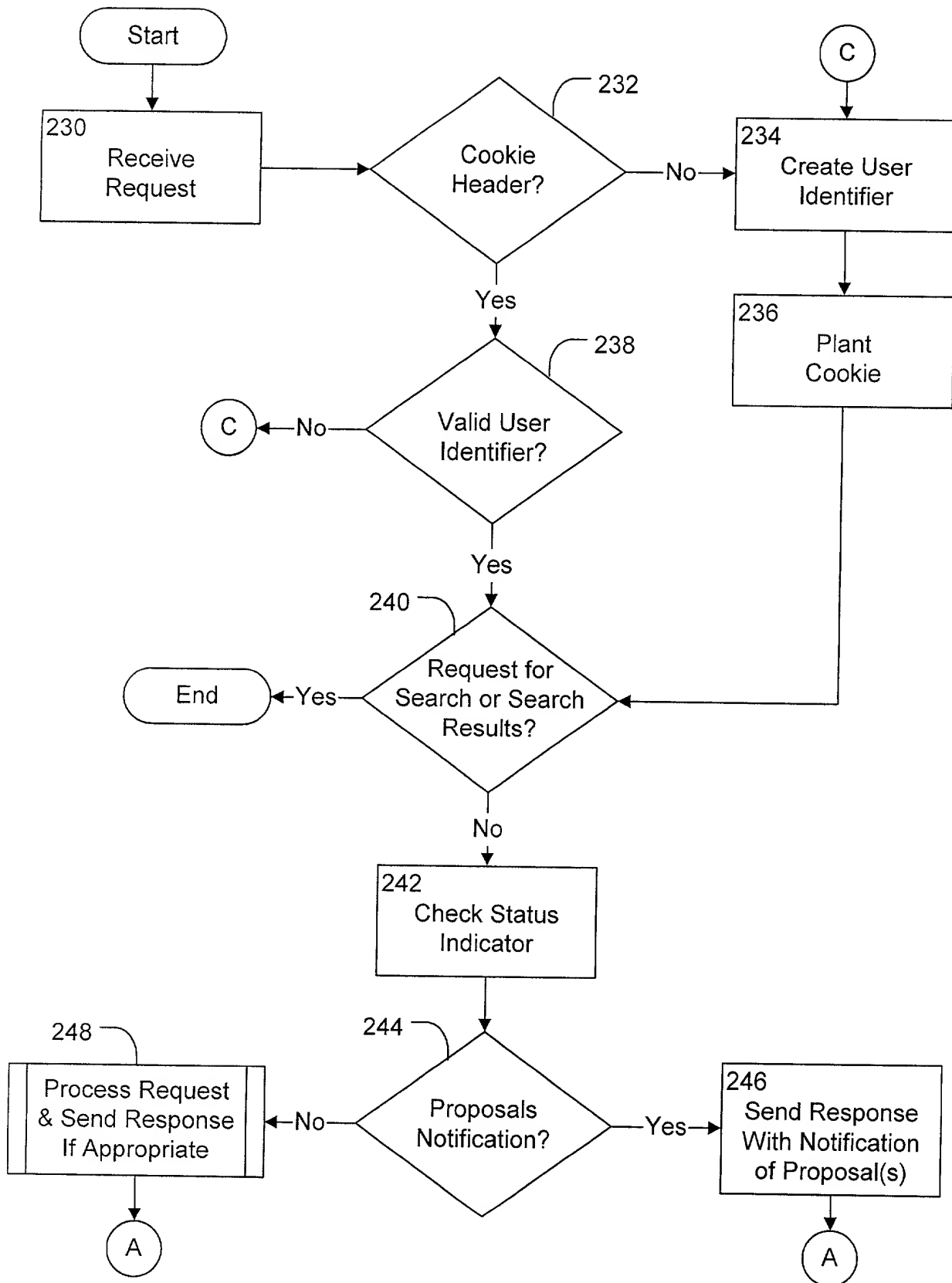


Fig. 2B

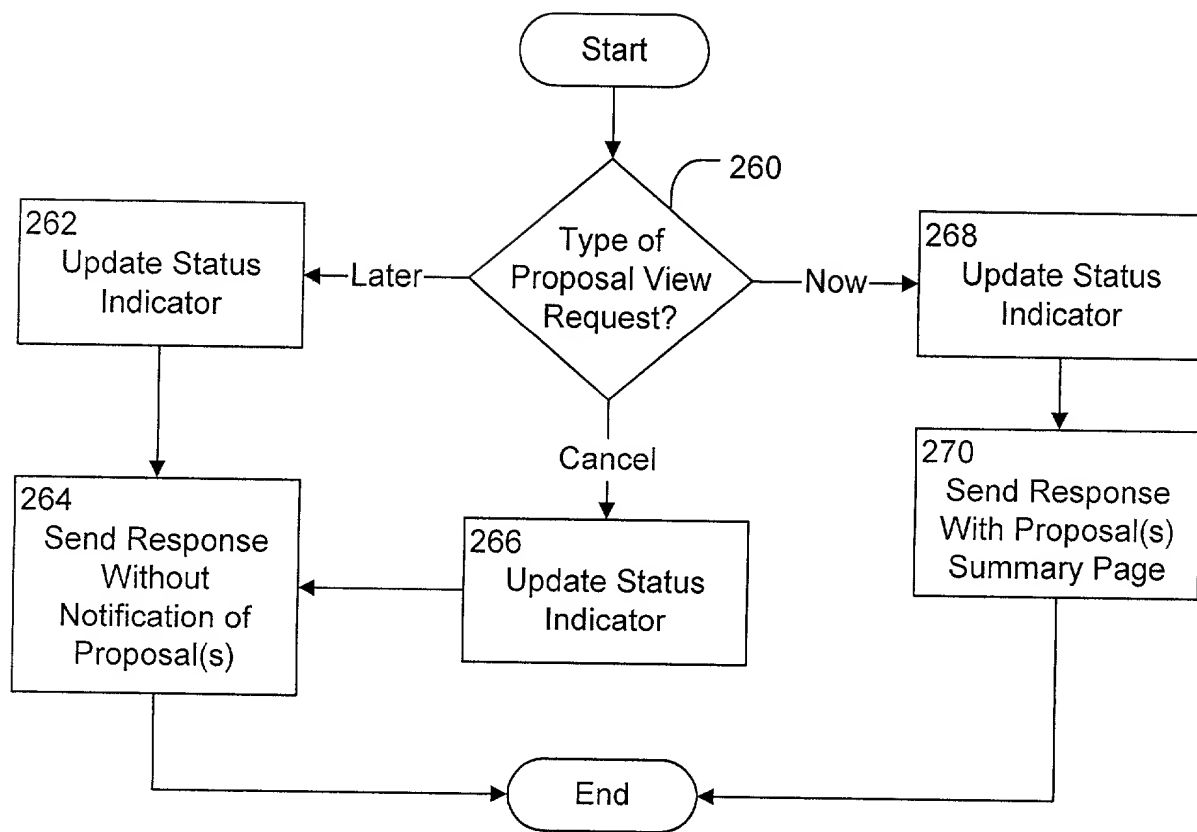


Fig. 2C

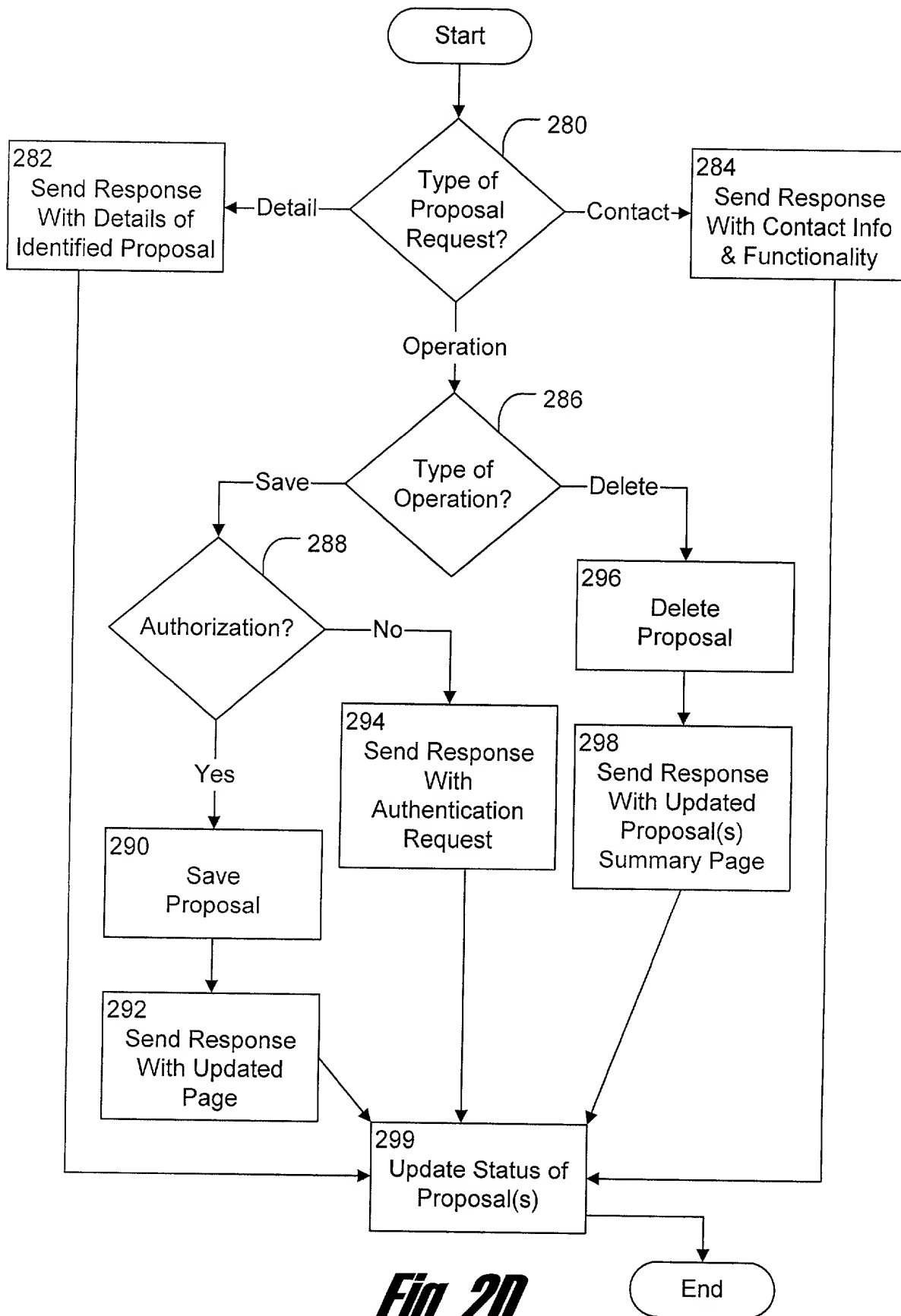
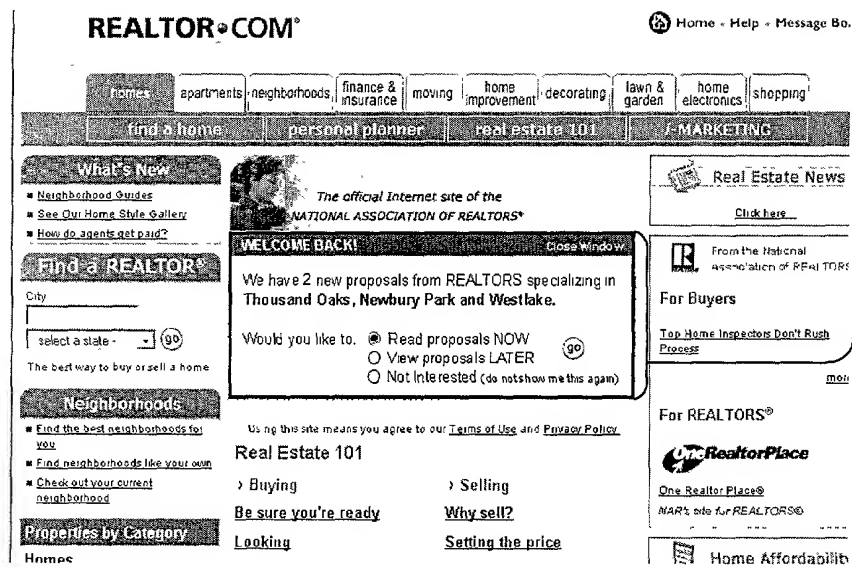


Fig. 2D

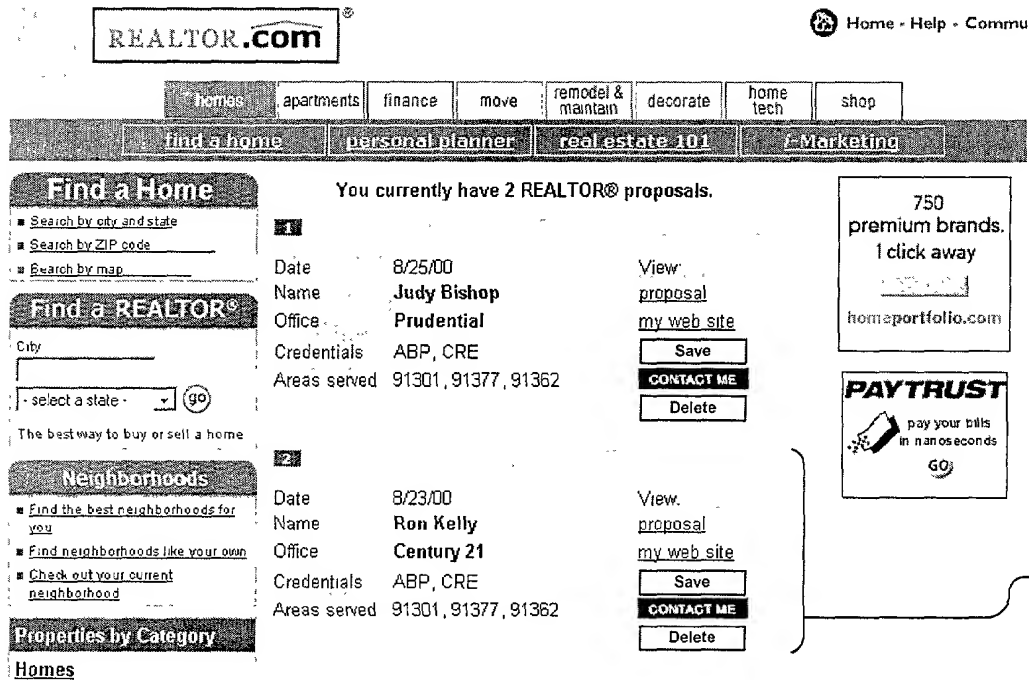
300



304

Fig. 3A

320



324

Fig. 3B


340

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find a home personal planner real estate 101 Marketing

REALTOR Proposal

 **JUDY BISHOP**
Office (818) 879-9100
Fax (818) 879-9191
Email Fern4RE@realtor.com

Prudential Realty
12345 Main Street
Santa Monica, CA 90405

 homeportfolio.com

[Visit my web site](#)

I CAN HELP YOU FIND THE HOME OF YOUR DREAMS!
Let me help you find the three bedroom, two bathroom home you have been searching for. I have a fabulous home that just hit the market, and you can be the first to see it.

MY NEIGHBORHOODS: Thousand Oaks, Agoura Hills, Oak Park
91360, 91301, 91377

MY CREDENTIALS: CRE, ABR

LISTINGS FOR YOUR REVIEW.

MLS ID	Current List Price	Beds	Baths	Square Footage	City/Area
C1725549	\$149,000	3	2.5	1389	Winnetka
C1706203	\$415,900	4	3	2,148	Newbury Park
C1720841	\$509,900	4	2	2,144	Thousand Oaks

homes • new homes • apartments • finance & insurance • move • remodel & maintain • decorate • home tech • shop

[find a home](#) • [find a REALTOR®](#) • [myHome™](#) • [how to](#)

Fig. 3C

360

Find a REALTOR® [Close Window](#)

Email REALTOR®

To send an Email to the following REALTOR®, fill in the fields below and click **SEND IT**

* required fields

From: Name *
E-mail *

To: ART TURNER,

Subject:

I need: ▼

Comments:

I need a response: ▼

I prefer to be contacted by: ▼ phone
The best time to contact me is: ▼ fax.

I plan to buy/sell within: ▼ (optional)

☐ Send a copy of this message to me

Fig. 3D

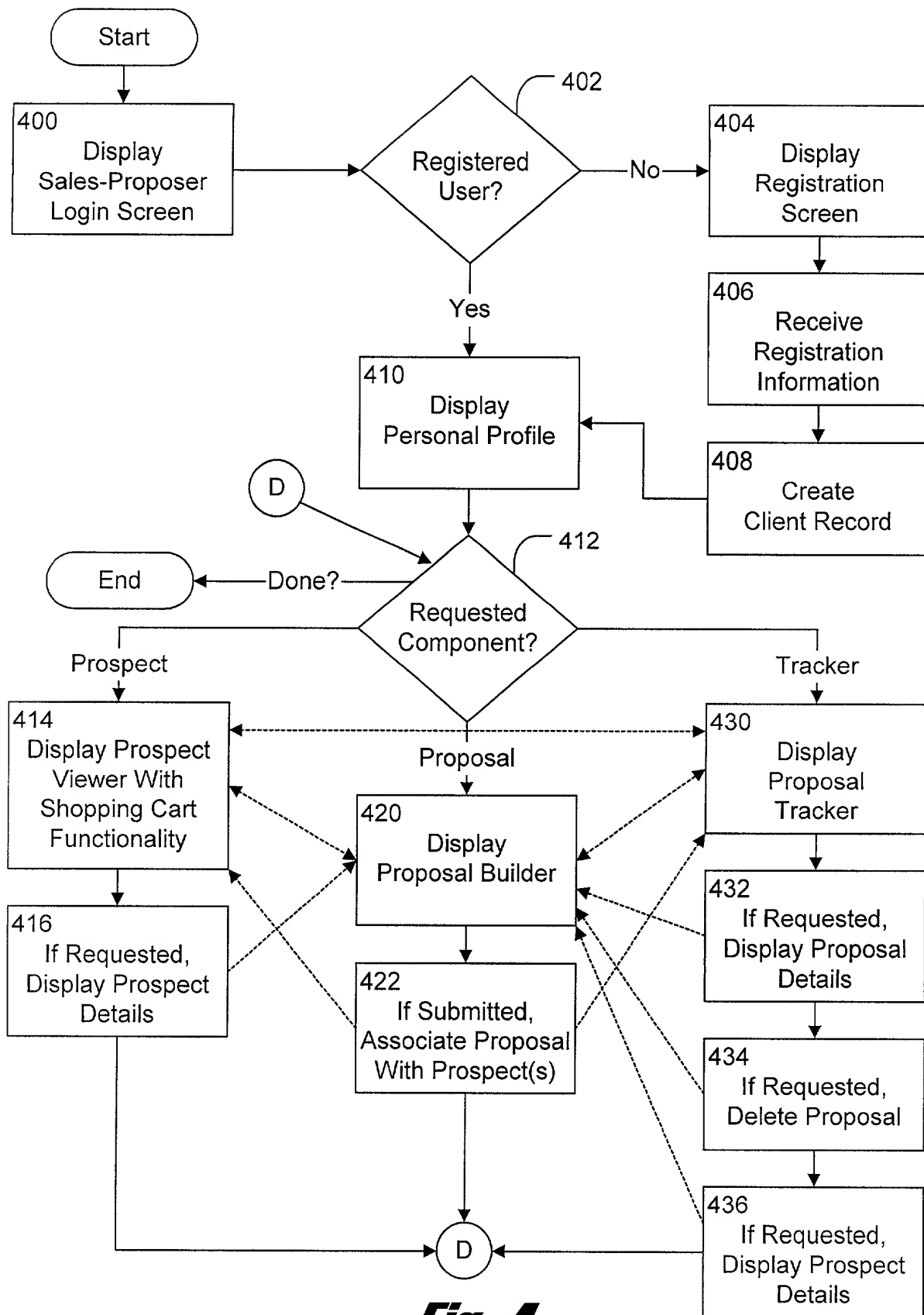


Fig. 4

500



Agent Products	Office Products	Broker Solutions	Wireless Products
<div> <div> My Account <ul style="list-style-type: none"> I'm an Agent I'm an Office </div> <div> Browse Categories <ul style="list-style-type: none"> Prospect Manager <ul style="list-style-type: none"> Proposal Tracker Prospect Viewer My Profile Edit i-LEAD™ Voice Messages Headlines Property Descriptions Listing Photos Featured Homes </div> </div>			
<div> <div> Prospect Manager <p>The Prospect Manager allows you to.</p> <ul style="list-style-type: none"> Review prospective clients from Realtor.com Build and send proposals to prospects Track the status of all sent proposals </div> <div> Please Login <p>Indicate the location of your MLS</p> <p>Aberdeen</p> <p>Account Type Agent</p> <p>Enter your Agent # assigned by your MLS:</p> <p>Enter your Agent i-LEAD™ password</p> <p>Go</p> </div> </div>			
<div> <div> </div> </div>			

Fig. 5A

My Account	My Profile																											
<input type="checkbox"/> I'm an Agent <input type="checkbox"/> I'm an Office	Agent ID 999000999000 MLS Albany, NY																											
Browse Categories <input checked="" type="checkbox"/> Prospect Manager <input type="checkbox"/> Proposal Tracker <input type="checkbox"/> Prospect Viewer <input type="checkbox"/> My Profile <input type="checkbox"/> Edit i-LEAD™ <input type="checkbox"/> Voice Messages <input type="checkbox"/> Headlines <input type="checkbox"/> Property Descriptions <input type="checkbox"/> Listing Photos <input type="checkbox"/> Featured Homes	<ul style="list-style-type: none"> The profile contains static information about you and your services. It will be viewed by prospects as part of the proposal you send You will have the opportunity to include more customized information such as a personal message and relevant listings when creating a proposal Selecting your primary areas of business is required for matching prospects to you 																											
	Required Information Area Selector Please check the primary areas below in which you do business.																											
	<table border="0"> <tr> <td><input checked="" type="checkbox"/> Ballston</td> <td><input type="checkbox"/> Greenfield</td> <td><input type="checkbox"/> Rotterdam</td> </tr> <tr> <td><input type="checkbox"/> Day</td> <td><input type="checkbox"/> Middle Grove</td> <td><input type="checkbox"/> Scotia</td> </tr> <tr> <td><input type="checkbox"/> Delanson</td> <td><input type="checkbox"/> Niskayuna</td> <td><input type="checkbox"/> Stillwater</td> </tr> <tr> <td><input type="checkbox"/> Duaneburg</td> <td><input type="checkbox"/> Northumberland</td> <td><input checked="" type="checkbox"/> Waterford</td> </tr> <tr> <td><input type="checkbox"/> Edinburg</td> <td><input type="checkbox"/> Pattersonville</td> <td><input type="checkbox"/> West Charlton</td> </tr> <tr> <td><input type="checkbox"/> Esperance</td> <td><input type="checkbox"/> Porters Corners</td> <td><input type="checkbox"/> Wilton</td> </tr> <tr> <td><input type="checkbox"/> Galway</td> <td><input type="checkbox"/> Princetown</td> <td><input type="checkbox"/> Other Saratoga County</td> </tr> <tr> <td><input type="checkbox"/> Gansevoort</td> <td><input type="checkbox"/> Providence</td> <td><input type="checkbox"/> Other Schenectady County</td> </tr> <tr> <td><input type="checkbox"/> Glenville</td> <td><input checked="" type="checkbox"/> Rexford</td> <td><input type="checkbox"/> Other Areas</td> </tr> </table>	<input checked="" type="checkbox"/> Ballston	<input type="checkbox"/> Greenfield	<input type="checkbox"/> Rotterdam	<input type="checkbox"/> Day	<input type="checkbox"/> Middle Grove	<input type="checkbox"/> Scotia	<input type="checkbox"/> Delanson	<input type="checkbox"/> Niskayuna	<input type="checkbox"/> Stillwater	<input type="checkbox"/> Duaneburg	<input type="checkbox"/> Northumberland	<input checked="" type="checkbox"/> Waterford	<input type="checkbox"/> Edinburg	<input type="checkbox"/> Pattersonville	<input type="checkbox"/> West Charlton	<input type="checkbox"/> Esperance	<input type="checkbox"/> Porters Corners	<input type="checkbox"/> Wilton	<input type="checkbox"/> Galway	<input type="checkbox"/> Princetown	<input type="checkbox"/> Other Saratoga County	<input type="checkbox"/> Gansevoort	<input type="checkbox"/> Providence	<input type="checkbox"/> Other Schenectady County	<input type="checkbox"/> Glenville	<input checked="" type="checkbox"/> Rexford	<input type="checkbox"/> Other Areas
<input checked="" type="checkbox"/> Ballston	<input type="checkbox"/> Greenfield	<input type="checkbox"/> Rotterdam																										
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<input type="checkbox"/> Glenville	<input checked="" type="checkbox"/> Rexford	<input type="checkbox"/> Other Areas																										
	Optional Information The following information is optional. Only the areas you choose to fill out will be displayed to consumers																											
	Contact Information (Optional) Contact information is taken from your i-LEAD™ profile. Changes made here will not be reflected in your i-LEAD™ profile																											
	<table border="0"> <tr> <td>Name</td> <td>Judy Bishop</td> <td>Credentials</td> <td>CRE, ABR</td> </tr> <tr> <td>Email</td> <td>jbishop38@realtor.com</td> <td>Office Name</td> <td>Prudential Realty</td> </tr> <tr> <td>Cell #</td> <td>111-879-9191</td> <td>Office #</td> <td>111-666-5900</td> </tr> <tr> <td>Fax #</td> <td>111-879-9191</td> <td>Office Address</td> <td>54132 Main St. #100 Anywhere, USA 00405</td> </tr> </table>	Name	Judy Bishop	Credentials	CRE, ABR	Email	jbishop38@realtor.com	Office Name	Prudential Realty	Cell #	111-879-9191	Office #	111-666-5900	Fax #	111-879-9191	Office Address	54132 Main St. #100 Anywhere, USA 00405											
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Fax #	111-879-9191	Office Address	54132 Main St. #100 Anywhere, USA 00405																									
	Experience (Optional) <input type="checkbox"/> Total years in real estate. <input type="checkbox"/> Years working in the above neighborhoods <input type="checkbox"/> Number of current listings <input type="checkbox"/> Number of homes sold in 2000 <input type="checkbox"/> Number of homes sold in 1999 <input type="checkbox"/> Number of homes sold in 1998 <input type="checkbox"/> Please enter 3 school districts that you are extremely knowledgeable about																											
	Other (Optional) <input type="checkbox"/> Additional Language(s) <div> <input type="text" value="-Select-"/> <input type="text" value="-Select-"/> <input type="text" value="Other Language"/> </div> <input type="checkbox"/> I live in one of the neighborhoods I serve																											
	<input type="checkbox"/> Yes <input type="checkbox"/> No																											
	<input type="button" value="Submit"/>																											

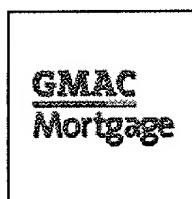
Fig. 5B

My Account

- I'm an Agent
- I'm an Office

Browse Categories

- Prospect Manager
 - Proposal Tracker
 - Prospect Viewer
 - My Profile
- Proposal Builder
 - Edit i-LEAD™
 - Voice Messages
 - Headlines
 - Property Descriptions
 - Listing Photos
 - Featured Homes



Proposal Builder - Judy Bishop

Personal Message

Customize the body of Personal Message

SAVE THIS MESSAGE USE A SAVED MESSAGE

Listings

Please select listings that you would like to appear in your proposal

MLS ID	Area	List Price	Bd/Ba	Square Footage
<input type="checkbox"/> C2729542	Ballston	250,000	3/2	1,800
<input type="checkbox"/> C1725549	Clifton Park	350,000	3/2	2,200
<input type="checkbox"/> C1828546	Malta	200,000	2/1 75	1,300
<input type="checkbox"/> C3775543	Ballston Lake	225,000	3/2	1,500

Properties | Service Specialties

Choose up to 4 items that best describe your expertise that you would like to show to this prospect.

Select

Select

Select

Select

Submit

Preview

530

Prospects

Power Prospector
Contact all prospects on this list with a single proposal.

Prospect ID	Date	Bd/Ba
0123456789	10/16/00	3/2
0123456789	10/17/00	3/2
0123456789	10/24/00	3/2

CREATE PROPOSAL

(When your list is complete)

REMOVE ITEM CLEAR LIST

(Click an item to select.)

532

Fig. 5C

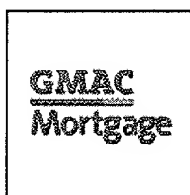
545

My Account

- I'm an Agent
- I'm an Office

Browse Categories

- Prospect Manager
- Proposal Tracker
- Prospect Viewer
- My Profile
- Edit i-LEAD™
- Voice Messages
- Headlines
- Property Descriptions
- Listing Photos
- Featured Homes



Prospect Viewer

- Click on Prospect ID to view prospect details.
- Click on the "Reply" button to send an individual response
- To send multiple prospects the same proposal click the Checkbox to add that prospect to your Power Prospector list.
- Number of proposals a prospect can receive is limited

1,563 prospects found.

[Help](#)

Prospect ID	Last Visit	Frequently Searched Areas	Bd/Ba	Max Price	Avail. Replies	Reply	Add
0123456789	12/12	Ballston, Ballston Lake	4/2	400,000	1	REPLY	<input type="checkbox"/>
0321854987	12/03	Ballston Spa, Clifton Park, Half	3/2	350,000	3	REPLY	<input type="checkbox"/>
0234567891	11/30	Rexford, Round Lake	4/2	500,000	4	REPLY	<input type="checkbox"/>
0345678912	11/30	Ballston Spa, Clifton Park, Half	3/2	350,000	2	REPLY	<input type="checkbox"/>
0456789123	11/30	Ballston, Ballston Lake	2/1	200,000	2	REPLY	<input type="checkbox"/>
0567891234	11/30	Rexford, Round Lake, Saratoga	3/2	350,000	4	REPLY	<input type="checkbox"/>
0678912345	11/30	Ballston Spa, Clifton Park, Half	3/2	350,000	3	REPLY	<input type="checkbox"/>
0789123456	11/30	Rexford, Saratoga Springs,	3/2	250,000	5	REPLY	<input type="checkbox"/>
089123456	11/30	Ballston, Ballston Lake	4/3	500,000	4	REPLY	<input type="checkbox"/>
0912345678	11/30	Round Lake, Saratoga Springs,	3/2	350,000	2	REPLY	<input type="checkbox"/>

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[Next page >>](#)

547

Fig. 5D

560

My Account

- [I'm an Agent](#)
- [I'm an Officer](#)

Browse Categories

- Prospect Manager**
 - [Proposal Tracker](#)
 - [Prospect Viewer](#)
 - [My Profile](#)
- [Edit i-LEAD™](#)
- [Voice Message](#)
- [Headlines](#)
- [Property Descriptions](#)
- [Listing Photos](#)
- [Featured Homes](#)

Ad Space
125x125

Prospect Details**Prospect ID:**

Prospect search history reflects search patterns over a period of 60 days.

Search Dates	Max Price	Freq.
08/09/00	no limit	1
08/03/00	300,000	2
07/04/00	325,000	6
06/30/00		
06/18/00		

Area	Freq.	Type of Property	Freq.
Moorpark	5	Single Family	9
Thousand Oaks	4	Townhouse	3
Agoura Hills	2		
Simi Valley	2		

Min Beds	Freq.	Min Baths	Freq.
2	2	1	2
3	9	2	9

Saved Homes

99055625
98325681
58123874

Features

central air
fireplace
swimming pool
tile floors
laundry room

Square Footage

1600	2150	2300
1800	2200	
2100	2250	

Entry Point

Prudential

[Create Proposal](#)

562

Fig. 5E

575

My Account

[I'm an Agent](#)

[I'm an Office](#)

Browse Categories

Prospect Manager

Proposal Tracker

[Prospect Viewer](#)

[My Profile](#)

[Edit i-LEAD™](#)

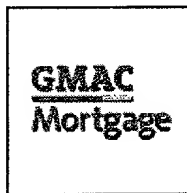
[Voice Messages](#)

[Headlines](#)

[Property Descriptions](#)

[Listing Photos](#)

[Featured Homes](#)



Prospect Tracker*

- Click on Prospect ID to view details
- Click on Proposal Number to view your proposal
- Click on "Delete" to permanently remove a proposal from your tracking list.

[Help](#)

Prospect ID	Date	Proposal No.	Status	Contact	
0123456789	10/18/00	102	waiting for review	email	DELETE
0321654987	10/17/00	107	reviewed and saved	email	DELETE
0234567891	10/24/00	110	waiting for review		DELETE
0345678912	10/24/00	153	deleted without review	email	DELETE
0456789123	10/26/00	167	reviewed and saved		DELETE
0567891234	10/27/00	182	deleted without review	email	DELETE
0678912345	10/30/00	190	waiting for review		DELETE
0789123456	11/1/00	192	deleted without review		DELETE
089123456	11/2/00	197	waiting for review		DELETE
0912345678	11/2/00	200	reviewed and saved	email	DELETE

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* Proposals over 30 days old are automatically deleted from your list

Fig. 5F